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U.S. Serial No. 10/605,821

9

Atty. Docket No. INL-0111-PUS

**REMARKS**

Examiner's comments in the Office Action marked "non-final" and dated May 8, 2006 have been read and carefully considered by Applicant. In view of such comments, Applicant has amended the claims as set forth herein. In particular, independent claims 1, 13, and 22 and also dependent claim 12 have all been amended. Thus, claims 1-25 remain pending in Applicant's present Application for Examiner's consideration. It is Applicant's good faith belief that the pending claims, as presented herein, are both novel and non-obvious and properly comply with all applicable statutory requirements. Therefore, Applicant respectfully avers that the pending claims now place the present Application in a condition for allowance and notice thereof is respectfully requested.

**Objections to the Drawings:**

In the Office Action, Examiner objected to drawing Figure 1 for including a numerical feature reference designated "25" therein since this same numerical feature reference is not set forth in the text within the specification. In response, Applicant has herein amended paragraph 0024 of the specification so as to include the numerical feature reference "25" therein. In addition thereto, Applicant has further amended paragraph 0024 of the specification by changing the numerical feature reference "15" therein to "17" so as to correct a typographical error. Support in the Application for changing this error can be found in both Figure 1 and paragraph 0023 of the specification. In so amending paragraph 0024 of the specification, Applicant respectfully maintains that no new matter has been added to Applicant's Application.

**Objections to the Specification:**

Also in the Office Action, Examiner objected to the specification for failing to provide adequate support and a proper antecedent basis for the subject matter set forth in both dependent claim 18 and dependent claim 19. In response, Applicant has herein amended paragraph 0034 of the specification so as to include the dependent subject matter of claims 18 and 19 therein. In so amending paragraph 0034 of the specification, Applicant respectfully

U.S. Serial No. 10/605,821

10

Atty. Docket No. INL-0111-PUS

maintains that no new matter has been added to Applicant's Application, for claims 18 and 19 are still both in their original dependent form as initially filed in the Application.

**Rejections under 35 U.S.C. § 112, ¶ 2:**

Further in the Office Action, Examiner rejected dependent claim 12 under 35 U.S.C. § 112 as being indefinite for failing to particularly point out and distinctly claim subject matter that Applicant regards as his invention. In particular, Examiner rejects Applicant's use of the phrase "retrieving an identifier" in claim 12, for Examiner maintains that it is unclear as to what type of "identifier" the claim is referring to. In response, Applicant has herein amended claim 12 so as to clarify what is meant by the word "identifier." Support in the Application for so amending claim 12 may be found, for example, in paragraphs 0011, 0013, and 0044 of the specification. In view of such an amendment, Applicant now respectfully traverses the 35 U.S.C. § 112 rejection set forth in the Office Action.

**Rejections under 35 U.S.C. § 102(b):**

Also in the Office Action, independent claim 22 as well as dependent claims 23-25 stand rejected by Examiner under 35 U.S.C. § 102(b) as being anticipated and therefore unpatentable over United States Patent Application Publication Number 2002/0029290, which was published for Herman Burema *et al* on March 7, 2002 (hereinafter "Burema"). Applicant respectfully traverses each of these 35 U.S.C. § 102 rejections set forth in the Office Action in view of claim 22 as amended, for Applicant's invention as presently claimed therein is deemed to be novel in light of the prior art cited by Examiner.

In particular, for Burema to anticipate the inventive subject matter claimed in Applicant's independent claim 22, Burema must disclose

[a] method for operating a seamless affiliated link system,  
said method comprising the steps of:  
    requesting a URL from at least one of a referring server or  
    a host server with a Web browser;  
    checking identifiers of at least one of said requested URL,  
    said referring server, and said requesting Web browser;

U.S. Serial No. 10/605,821

11

Atty. Docket No. INL-0111-PUS

determining the affiliation of said referring server or said requesting Web browser in response to said identifiers;  
sending an identifier file and redirecting said requesting Web browser to a specified key Web page in response to said requested URL identifier if said requesting Web browser is determined to be an affiliated Web browser;  
linking said referring server or said requesting Web browser to a host server comprising both a plurality of non-key Web pages and said specified key Web page;  
serving either at least one of said plurality of non-key Web pages or said specified key Web page in response to a non-affiliated server or a non-affiliated Web browser; and  
performing affiliated processing in response to at least one of an affiliated server or an affiliated Web browser by serving said specified key Web page[.]

as required by Applicant's claim 22 amended herein. Burema, however, does not disclose Applicant's "method for operating a seamless affiliated link system," wherein a "host server" has both "specified key Web pages" and "non-key Web pages," and wherein the specified key Web pages and the non-key Web pages are particularly served in a discriminating manner based on whether a requesting Web browser or a referring server is determined to be "affiliated" with, for example, the host server. Instead, Burema merely discloses a system and method for tracking affiliate referrals. (Burema, see generally abstract and paragraphs 0008-0020).

In sum, therefore, since Burema does not disclose a "method for operating a seamless affiliated link system" as particularly set forth in Applicant's independent claim 22, Applicant respectfully avers that claim 22 is not anticipated by Burema and is therefore novel. Furthermore, since claims 23-25 are dependent on independent claim 22, Applicant also respectfully avers that claims 23-25 are not anticipated by Burema and are thus novel as well.

**Rejections under 35 U.S.C. § 103(a):**

Lastly, in the Office Action, independent claims 1 and 13 and also dependent claims 2-8, 10, 12, 14-17, and 20-21 stand rejected by Examiner under 35 U.S.C. § 103(a) as being obvious and therefore unpatentable over Burema in view of United States Patent Application Publication Number 2002/0052948, which was published for Regis J. Baudu *et al* on May 2, 2002 ("Baudu"). In addition, dependent claims 9, 11, and 18-19 stand rejected by Examiner under 35 U.S.C. § 103(a) as being obvious and therefore unpatentable over Burema in view of

OCT 10 2006

U.S. Serial No. 10/605,821

12

Atty. Docket No. INL-0111-PUS

Baudu and in further view of United States Patent Application Publication Number 2003/0014331, which was published for Erik N. Simons on January 16, 2003 ("Simons"). In response, Applicant has herein amended independent claims 1 and 13. As a result, it is Applicant's good faith belief that Burema, Baudu, and Simons, either alone individually or in combination with each other, neither teach nor suggest the "method" or the "seamless affiliated link system" as now respectively set forth in Applicant's independent claims 1 and 13.

In sum, therefore, since Burema, Baudu, and Simons, either alone individually or in combination with each other, neither teach nor suggest such a "method" or a "seamless affiliated link system" as particularly set forth in Applicant's independent claims 1 and 13 amended herein, Applicant respectfully avers that these claims are not rendered obvious by Burema, Baudu, and Simons. Furthermore, since claims 2-12 and 14-21 are dependent on independent claims 1 and 13, Applicant also respectfully avers that claims 2-12 and 14-21 are not rendered obvious by Burema, Baudu, and Simons as well.

#### **CONCLUSION**

In view of the claims as amended hereinabove and also the foregoing remarks, Applicant respectfully requests that Examiner's objections and rejections be withdrawn and that a Notice of Allowance be issued for all independent claims 1, 13, and 22 as well as all claims 2-12, 14-21, and 23-25 dependent thereon.

Should Examiner have any questions with respect to any matter now of record, Examiner is invited to contact Applicant's undersigned attorney at (248) 223-9500.

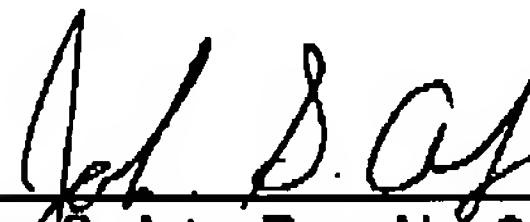
U.S. Serial No. 10/805,821

13

Atty. Docket No. INL-0111-PUS

Respectfully submitted,

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